

#### § 10.410

and/or the child's family or an acquaintance/friend of the child and/or the child's family.

(iii) *Lost, Injured, or Otherwise Missing*. A Lost, Injured, or Otherwise Missing (LIM) alert involves a case where the circumstances of the child's disappearance are unknown.

(iv) *Endangered Runaway*. An Endangered Runaway (ERU) alert involves a missing child who is believed to have run away and in imminent danger.

#### § 10.410 Prioritization.

A Participating CMS Provider is required to transmit Presidential Alerts upon receipt. Presidential Alerts preempt all other Alert Messages. A Participating CMS Provider is required to transmit Imminent Threat Alerts and AMBER Alerts on a first in-first out (FIFO) basis.

#### § 10.420 Message elements.

A CMAS Alert Message processed by a Participating CMS Provider shall include five mandatory CAP elements—Event Type; Area Affected; Recommended Action; Expiration Time (with time zone); and Sending Agency. This requirement does not apply to Presidential Alerts.

#### § 10.430 Character limit.

A CMAS Alert Message processed by a Participating CMS Provider must not exceed 90 characters of alphanumeric text.

#### § 10.440 Embedded reference prohibition.

A CMAS Alert Message processed by a Participating CMS Provider must not include an embedded Uniform Resource Locator (URL), which is a reference (an address) to a resource on the Internet, or an embedded telephone number. This prohibition does not apply to Presidential Alerts.

#### § 10.450 Geographic targeting.

This section establishes minimum requirements for the geographic targeting of Alert Messages. A Participating CMS Provider will determine which of its network facilities, elements, and locations will be used to geographically target Alert Messages. A Participating CMS Provider must

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transmit any Alert Message that is specified by a geocode, circle, or polygon to an area not larger than the provider's approximation of coverage for the Counties or County Equivalents with which that geocode, circle, or polygon intersects. If, however, the propagation area of a provider's transmission site exceeds a single County or County Equivalent, a Participating CMS Provider may transmit an Alert Message to an area not exceeding the propagation area.

#### § 10.460 Retransmission frequency. [Reserved]

#### § 10.470 Roaming.

When, pursuant to a roaming agreement (*see* §20.12 of this chapter), a subscriber receives services from a roamed-upon network of a Participating CMS Provider, the Participating CMS Provider must support CMAS alerts to the roaming subscriber to the extent the subscriber's mobile device is configured for and technically capable of receiving CMAS alerts.

### Subpart E—Equipment Requirements

#### § 10.500 General requirements.

CMAS mobile device functionality is dependent on the capabilities of a Participating CMS Provider's delivery technologies. Mobile devices are required to perform the following functions:

- (a) Authentication of interactions with CMS Provider infrastructure.
- (b) Monitoring for Alert Messages.
- (c) Maintaining subscriber alert opt-out selections, if any.
- (d) Maintaining subscriber alert language preferences, if any.
- (e) Extraction of alert content in English or the subscriber's preferred language, if applicable.
- (f) Presentation of alert content to the device, consistent with subscriber opt-out selections. Presidential Alerts must always be presented.
- (g) Detection and suppression of presentation of duplicate alerts.

#### § 10.510 Call preemption prohibition.

Devices marketed for public use under part 10 must not enable an Alert